Candy Bar Gazebo

Issue 34, Spring, 1992 The Confectionery Goodies Journal

HERE'S THE NEW SENSATIONAL ROCKET CHUTE
OUTDOOR FUN FOR EVERYONE
BIT-O-HONEY WRAPPERS ARE VALUABLE
SEND ONE (1) 5c BIT-O-HONEY WRAPPER OR FIVE (5) PENNY BIT-O-HONEY WRAPPERS AND 10c TO COVER COST OF MAILING TO SCHUTTER CANDY CO., DEPT. A, CHICAGO, ILLINOIS . . AND ONE OF THESE FASCINATING ROCKET CHUTES WILL BE MAILED TO YOU.
Schutter's
BIT-O-HONEY
SUGAR-ALMONDS
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CHICAGO, ILL. SCHUTTER CANDY COMPANY BROOKLYN, N. Y.
NET WEIGHT 1-3/4 OZ.
WITH EVERY ROCKET CHUTE WE WILL SEND YOU AN ENTRY BLANK TELLING YOU HOW TO WIN BIG CASH PRIZES.
WIN YOUR SHARE OF THE $50 MONTHLY CASH AWARD
THIS OFFER IS VOID IN ANY STATE OR MUNICIPALITY WHERE REDEMPTION OF COUPONS IS PROHIBITED, TAXED OR RESTRICTED.
GET YOUR ROCKET CHUTE TODAY
THE MOST SENSATIONAL VALUE EVER OFFERED

THE FIRST AMERICAN ROCKET PROGRAM

(A South Boulevard Alley Cats Story)

Aviation was a big thing in the early 1930s. Every kid on the block wanted to be a pilot. And that included everyone in the South Boulevard neighborhood, even Catharine. She had gotten one of those leather pilot helmets like Charles Lindbergh wore from her dad, and she wore it religiously every day for a whole week until she tried to wear it to Sunday Mass. That's when her mom put her foot down. "No wearing that thing to Mass - no way!" Her mom also said, "If you keep that darn thing on your head 24 hours a day your hair won't get any air and pretty soon it will all drop out. Now you wouldn't want that, would you?"

Of course Catharine didn't want all her hair to drop out. After all, whoever heard of a hairless girl who was captain of a baseball team? So Catharine traded the helmet to Eugene for a Little Orphan Annie Decoder Ring that Eugene had gotten by sending in a strip of metal from a can of Ovaltine to the Little Orphan Annie radio program.

Eugene's mother laid the law down to him about his wearing the new pilot's helmet. No mealtimes, no bedtimes, and only in between times when he was

(continued on page 3)

CANDY BAR GAZEBO BEST AWARDS FOR 1991

Over 400 bars and other confectionery goodies new to Gazebo in 1991 were sampled for the 1991 Awards Contest.

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Combination Bar	- Clark's Combo Delight, Joe Clark's Candies, Tarentum, PA
Chocolate Egg	- Cashew Meltaway, Sarris Chocolate Factory & Ice Cream Parlour, Canonsburg, PA
Gummy Candy	- Joggers Fruit Gums, Katjes, U.S.A., Inc., Secausus, NJ
Novelty Bar	- Mt. Rainier Chocolate Mountain, Topographic Chocolate Co., Aurora, CO
Butterscotch	- Uncle Zeke's Old Fashioned Cracked Butterscotch, Cotton's Candy Kitchen, Reno, NV
Praline	- Original Vanilla Praline, Concho Candies, San Angelo, TX
Chocolate/Caramel/Tortilla	- Choc-Quitos, Kennedy Candy Company, Longview, TX
Wafer Bar	- Zebar, Heritage Wafers, Ltd., Ripon, WI
Candy Coated Chocolate	- Lacasitos, Lacasa USA, Weston, MA
Gourmet Bar (Tie)	- Cloud Nine Chocolate Bar with Sundried Cherries, Cloud Nine, Hoboken, NJ
	Fran's Gold Bar, Fran's Chocolates, Seattle, WA
Caramel/Nut Bar (Tie)	- Betsy Ann Chocolates, Pittsburgh, PA
	J.T. Bar (Just Terrific) Alexander's Candies, Pasadena, CA
Environmental Causes (Tie)	- Enviromintal Mint, Enviromintal Candy Co., Seattle, WA
	Toucan Chocolates, Toucan Chocolates, Waban, MA
Toffee	- Connie's Homemade, Connie's Confectionary Co., Newport Beach, CA (12 varieties)
Milk Chocolate	- Dove Bar, M&M/Mars, Hackettstown, NJ
Giandjua Bar	- Eurobar, Champlain Chocolates, Burlington, VT
War Bar	- Desert Bar, Hershey Foods Corp., Hershey, PA

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Candy Bar Gazebo is published quarterly by Ray Broekel. Publication of articles therein dependent on approval of the editor and availability of space. No paid advertising is taken.

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Subscription rate - U.S. $15.00 per year. Foreign, $23.00 per year.

Back issues of Candy Bar Gazebo, if not out of print, available at $5.00 each. Rates for more than one issue available - write.

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A TREAT TO READ

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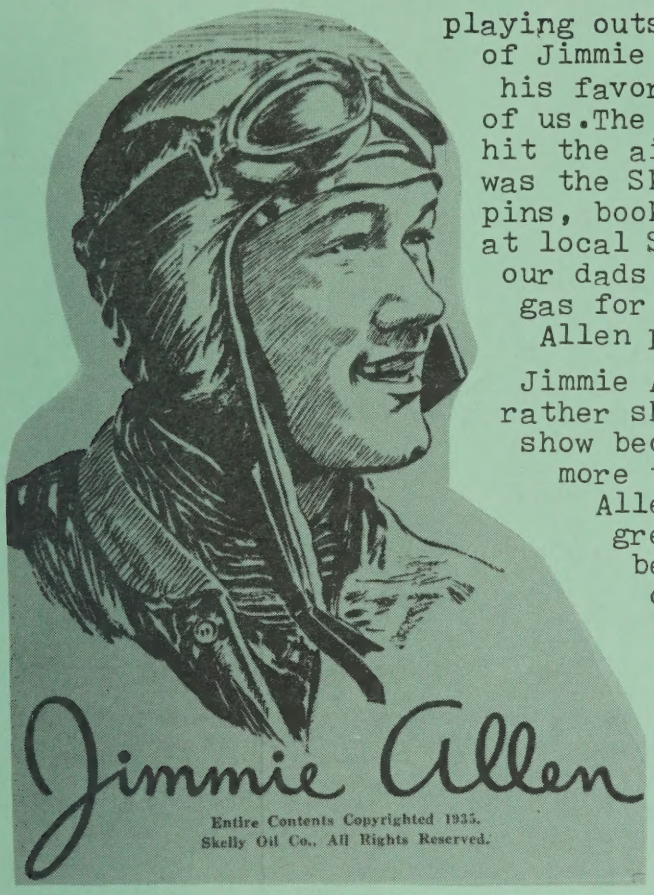

playing outside, or listening to "The Air Adventures of Jimmie Allen" on the radio. Jimmie Allen was his favorite radio program, as it was for many of us.The show was produced in Chicago, and first hit the airwaves in 1933. The Chicago area sponsor was the Skelly Gas Company , and Jimmie Allen pins, books, and other premiums were available at local Skelly gas stations, so we all pumped our dads to pull into Skelly stations, buy some gas for the old flivver, and bring home a Jimmie Allen premium or two for us kids.

Jimmie Allen was a young daredevil pilot in the rather shaky days of early aviation. In time the show became very popular in syndication, and more than three million kids joined Jimmie Allen Flying Clubs. And those kids all had great dreams of one day piloting such dandy beauties as Jimmie flew over the airways on dangerous missions around the world and in competition in great intercontinental air races.

Our nearest Skelly gas station operator even opened a local branch of the Jimmie Allen Flying Club, with kids getting credit on a punched card for gasoline purchased by our dads. And when you had your card completely punched you were eligible to go to a free Saturday morning movie in the summer at the Coronet Theater. The station operator led the walking safari, leaving his station at 10:00, for the three-mile-walk.

In the first and only Jimmie Allen Movie Safari that operator took, he had almost all the South Boulevard Alley Cats, plus an assorted bunch of other youngsters - a total of around thirty.

The trip started out okay, but after the three-mile-trek to the theater, temperature in the 90s, tongues were hanging out, so the Skelly operator bought each of us a soda pop at a nickel a head. He hadn't promised us this treat, only a nickel's worth of candy, but he didn't want a bunch of dehydrated kids on his hands, so he popped for the drinks. Eugene downed his Double Cola bottle chug-a-lug. Then the operator gave each of us a nickel for candy, our choice.

Now Eugene was cagy. He took his nickel and put it in with 30¢ that he had saved from the money his grandfather gave him on occasion. And what did Eugene do? He bought seven boxes of Holloway's Milk Duds and took them inside the theater with him. And believe it or not, but he chewed up all those Milk Duds during the 15-minute Flash Gordon serial that came on first. Guess Eugene really got excited when Emperor Ming made passes at Dale Arden, so he kept cramming the Milk Duds down one after the other.

The Saturday feature film was a Buck Jones western, and Eugene started out watching it avidly. But then he began making soft moans that in a short time became somewhat louder moans. "My stomach hurts," he complained.

And it was during a big Indian raid that Eugene really did his thing. He barfed. That made him feel better, but not the Skelly gas station operator. Since he was responsible for the herd of kids he had brought along as members of the Jimmie Allen Flying Club, the theater management had him help in the cleanup. Management provided him with bucket and mop, with us kids

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moving to another section of the theater to watch the further adventures of Buck Jones while the operator swabbed the floor.

Eugene had no further incidents in the theater, but on the way out, his cast-iron stomach back to normal, Eugene somehow managed to find another nickel in his pocket and bought himself a Schutter's Bit-O-Honey candy bar. And when he saw the wrapper Eugene's eyes really bugged out.

"Wow! Look at that," he exclaimed. "You can get a rocket chute just by sending in this wrapper and 10¢!"

And during the three-mile-trek back home that's about all Eugene would babble about. He had forgotten all about the Jimmie Allen Flying Club. And I had a sneaking suspicion that the Skelly gas station operator was counting his blessings. By the time he got us all back to the gas station from where we dispersed to our homes, he undoubtedly felt as if he had just been released from an engagement in the lion's cage with Clyde Beatty.

Soon it became everyone's ambition to have a collection of Bit-O-Honey rocket chutes. A rocket chute consisted of a sling-shot that propelled a folded chute into the sky, and opened upon descent. I got mine by sending in five 1¢ wrappers and a dime. Eugene got his with a nickel wrapper, and he soon became most proficient at launching his into what seemed like incredible heights into the atmosphere.
(concluded in the next issue of Candy Bar Gazebo.)

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OTTO SCHNERING (1891-1952)

As a three-year-old, Otto Schnering visited the Chicago World's Fair, The Columbian Exposition, and many of the things he saw at that fair were to create a real impression later in his life. He saw the chocolate exhibits, and most of all, he saw the infant daughter of President Grover Cleveland. And he undoubtedly received several commemorative coins that were struck in honor of the President, his wife, and daughter, Baby Ruth.

When in his early twenties, Otto decided to get into the candy business, and opened, in 1916, his candy company in a back room over a plumbing shop on North Halstead Street in downtown Chicago. Since Otto was of German extraction, and German last names weren't all that popular in the U.S. because of World War I, Otto decided to name his candy company for his mother-in-law, Curtiss, since that name wasn't German, and so was much better for the times.

Otto, because of his European heritage, knew about European chocolate bars and their fillings. But he decided that America needed something else than mainly chocolate in a bar, so he worked with all kinds of ingredients. And he became one of the early giants in the American candy bar scene. His early output saw numerous different kinds of bars as he experimented with various ingredient combinations.
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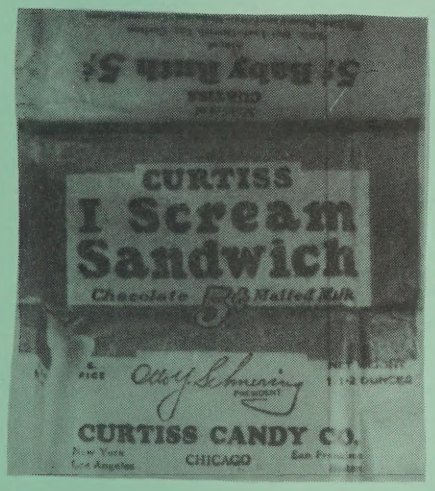
Some of Schnering's early bars were Vanilla Cocoanut, Polar, Maple Nut Bar, Chocolate Cocoanut, Chocolate Nut Bar, Honey Comb Chip, Jolly Jacks, Chocolate Fruit, Vanilla Nut Bar, Jack-o-Lantern, Kandy Kake, Marsh O Nut Dipp, and Peanut Bar.

In the early 1930s he came out with his I Scream Sandwich, which was based upon the phenomenon bar of the times, the Fat Emma bar, developed by the Pendergast Candy Company of Minneapolis, MN, in the 1920s. The I Scream Sandwich bar had a fluffy nougat center of malted milk covered with chocolate. The bar wasn't as successful as were the other imitators of the Fat Emma, Milky Way and Milk Shake, both brought out in the 1920s in Minneapolis by Frank Mars and Frank Martoccio of respectively the Mars Co. and the Hollywood Candy Company (now Leaf, Inc., of Chicago).

Schnering's first real candy bar success was the Baby Ruth bar that received a trademark in 1920, but was around about two years before the trademark was received. The bar was named after the daughter of President Cleveland.



One of the things in which Otto Schnering was heavily involved with was the establishing of the Halloween Trick or Treat tradition when he came out with his 1¢ candy bars in the early 1930s.

It was in 1923 that Schnering came up with perhaps the greatest advertising scheme for the candy business. What Schnering did was to charter an airplane and had it drop Baby Ruth candy bars by parachute over the city of Pittsburgh, PA. This advertising gimmick was such a success that Schnering decided to drop candy bars on other cities in the U.S. And in no time at all the talk of the country was the Baby Ruth bar as it soon became the nation's favorite and the #1 seller for years to come.

Schnering looked around for all kinds of gimmicks to sell his products. Most of them were successful, but some of them bombed. One such example was that he decided to encourage merchants to sell more Baby Ruth bars by packaging them in specially made boxes that the owners could use (after the bars had been sold) for other things. One such box was made of fresh cedar. Everything was fine if the Baby Ruth bars sold quickly. But if the bars didn't sell fast enough, then the chocolate coating on the bars absorbed the odor of the cedar chest, and that didn't make for too many sales of cedar-smelling Baby Ruths!

Schnering followed the lead of another Chicago confectioner, George Williamson by advertising his candy bars in the popular magazines of the times. He would take out full page ads in such magazines as Liberty, Collier's, American, and Saturday Evening Post. He made the nation aware of 5¢ bars.

He also launched ad campaigns featuring famous personalities of the times. The Dionne Quintuplets were pictured in ads in which Baby Ruth was stated to be, "the first and only candy served the Quints, the World's Wonder Children." Dr. Allen Roy Dafoe, their doctor, was quoted in the ad extolling the virtues of Baby Ruth. It is suspected that Dr. Dafoe perhaps made more money from these ads than from his entire practice outside the Dionne family. (continued next page.)

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In addition to being an entrepreneur Schnering was also a humanitarian. He tried to make money as well as to look out for the best interests of his employees. It was during the height of The Great Depression that he launched his novel idea of the 1¢ candy bar. The idea caught on very quickly and became a very popular buy. One factory in Chicago which turned out 1¢ Baby Ruth bars was put on a 24-hour schedule to keep up with the demand. And on the humanitarian side, Schnering put on four six-hour shifts so that more people could have employment, instead of having the more normal eight hour shifts.

SENSATIONAL QUALITY VALUES at 2¢
Baby Ruth
Butterfinger
2¢ CHOCOLATE CURTISS MINTS
ACTUAL SIZE OF BARS
A DELICIOUS PEANUT BAR
2¢ BUY JIMINY
CURTISS 2¢ Foxxy
MILK NUT LOAF
NICKALOAF 2¢
SENSATION OF THE CENTURY
Be the First
TO GET THIS ADDITIONAL NEW BUSINESS WITH THE CURTISS LINE OF BIG VALUE, HIGH QUALITY, 2¢ CANDY BARS
When the jobber delivers your order, we ask that you prove this statement of sizes by placing the actual wrapped bars on this page.
CURTISS CANDY CO. OTTO SCHNERING, PRESIDENT · CHICAGO

Women and girls worked in the wrapping room in back. They wrapped each 1¢ bar by hand since automatic wrapping machines hadn't been invented as yet. By just doing this simple job for which they were paid piecemeal, many of them managed to hold their families together with the income generated from just wrapping 1¢ candy bars.

Schnering's business was going well, even though there was a depression. He looked for ways to make life a tad easier for his employees. One such way was to provide them free entertainment. So he imported hockey players from Canada to come and play in a league he set up in the International Amphitheater at the Union Stock Yards in Chicago. Tom and Virginia Aylesworth, in their book, Chicago: The Glamour Years (1986, Gallery Books) said, "In one fell swoop he provided more jobs (for the players, the workers at the games), entertainment (his employees and their families), and advertising for his candy (the game between the "Baby Ruth" team and the "Butterfinger!" team were particularly exciting). And there was probably a tax deduction in there somewhere."

The success of the 1¢ candy bar provided another step towards stamping the candy bar onto the minds of the public. Schnering saw this potential, and promoted 1¢ candy bars as giveaways for Halloween Trick or Treats. He recognized, rightly, that an inexpensive candy bar that had a wrapper was an excellent treat. Other confectioners also got into the act, but it was Otto Schnering who spearheaded the idea.

Another of the not-so-successful ideas of Schnering's was that of the 2¢ candy bar. Because of the success of his 1¢ bars he thought 2¢ bars would be a logical next. He promoted the idea as being the "Sensation of the Century." So he put lots of bars into the 2¢ venture. But 2¢ bars never did catch on. But that didn't stop Schnering, as he just proceeded onto another idea.

Next he thought why not make a really big bar to sell for just 5¢? So Schnering's next brainstorm was the quarter-pound candy bar. In the 1930s he came out with the 4-oz. Baby Ruth, Butterfinger!, Jolly Jack, etc. bars. They proved to be immediate winners in the marketplace, and hung around on the scene until World War II started in 1941. During that war, because of ingredient shortages, candy bars were produced in limited quantities for public consumption. The majority of candy being made was reserved for the armed forces.

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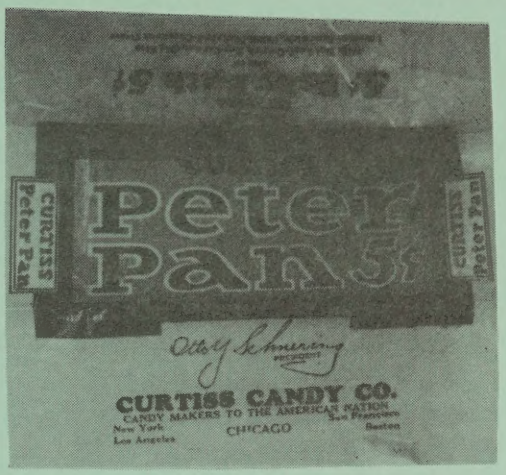

It wasn't until the mid-1980s that a few candy firms tried to reintroduce the quarter pound bar to the marketplace. But the impact wasn't the same as Schnering's original concept. (And, also, the ¼lb. bars quickly shrunk in size.)

Schnering was succeeded by his son Robert, as president of the company in 1954. And eventually the Curtiss Candy Company was taken over by other concerns. Presently both the Baby Ruth and Butterfinger bars are being manufactured by Nestlé. But the reminders of Schnering's influence on the marketing of candy bars are still around today. Otto Schnering truly was one of the greats of the confectionery business.

(Some of the above material appears in an article prepared for American History Illustrated.) And the following items about Otto Schnering appeared in the Fall, 1989, issue of Candy Bar Gazebo.)

When the Baby Ruth bar first appeared it was one of around 200 nut rolls on the market. So Otto placed 12-bar cartons, free of charge, in 89 stores in Kankakee, Illinois. Each store owner was permitted to keep the full 60 cents from the sales of the 12 bars. The only request made of the owner was that he permit a sign to be placed in the storekeeper's window saying, "Try a Baby Ruth." Similar market tests followed in South Bend, Indiana, and other Midwest cities.

The Curtiss Candy Company had a fleet of a 26-plane aerial circus that appeared at major air races, state fairs, and special events around the country. In the late 1920s and early 1930s the Curtiss promotions gave many people their first glimpse of an airplane.

Schnering sponsored many other organizations and outfits. One was a famous Scottish Kiltie Band that toured. A Baby Ruth speedboat won several major regattas. And a Curtiss-sponsored girls' basketball team won national recognition with its winning records as did a Curtiss Six-Pony Hitch that appeared at fairs and other events. In radio broadcasting Curtiss had a number of firsts. It was the first to sponsor a network radio program - it featured Guy Lombardo and his orchestra.

Four years after the 1929 stock market crash Schnering introduced his wrapped one-ounce 1¢ candy bar. A help-wanted ad appeared in The Chicago Tribune on August 21, 1933, seeking 1,500 additional employees at a time when bread and soup lines were forming in ever-increasing numbers.

Schnering established the Curtiss Candy Company Farm Division in Cary, Illinois. It was the only livestock establishment in history up to that time to carry on a successful breeding program involving all five major breeds of dairy cattle, two breeds of beef cattle, a breed of dual purpose, as well as operating the world's largest Yorkshire hog farm of the times. Representative animals of the Curtiss herds amassed a total of 500 championships and more than 1,200 Blue Ribbons in major competition in the U.S. Curtiss Candy Company's artificial breeding organization, within three years of its founding in 1940, became the largest single artificial breeding unit in the U.S.

GUM COLUMNIST - THOM THOMPSON ----- Coca-Cola Chewing Gum

This article is a history of Coca-Cola chewing gum which was originally included in the 1989 Petretti's Coca-Cola Collectibles Price Guide. The article was a cumulation of over ten years of research on the part of the author, examining hundreds of documents and seeking information from any source which could supply it. This was the first definitive and accurate account ever presented about both the product and the companies which produced it. And in continuing to research this product, there have been some revisions to the original text, these revisions being a part of the account that follows.

The "Coca-Cola Gum Company" was chartered in Atlanta, Georgia, on March 17, 1903, by three Atlanta businessmen, David B. Carson, William L. Clark, and George C. Rogers. Their initial investment was $15,000. A contract was signed by Asa G. Candler, president of The Coca-Cola Co. on March 23, 1903, allowing the Gum Company the "sole right to use the said copyrighted words (Coca-Cola) in connection with the manufacture, advertising, labeling, packing and selling chewing gum."

The company was innovative, ordering vending machines as early as April of 1903. During the next couple of years some super Coca-Cola Gum related advertising was produced, including bookmarks and a Hilda Clark cardboard poster.

It is assumed that Coca-Cola syrup was one of the ingredients of the chewing gum, as a 1904 ad states, "contains the delightful tonic properties of Coca-Cola." A group of Richmond, VA, investors chartered a company named "Franklin Manufacturing Company" and bought all the machinery and assets of the "Coca-Cola Gum Co." of Atlanta by deed dated April 1, 1905. This new company relocated the business to 2405 E. Franklin Street in Richmond, VA. (A three-story-warehouse that had been a tobacco warehouse, and even served as a Confederate hospital during the Civil War). This building block today houses a paper and box manufacturing company. The name of the company probably originated from the street name.

In 1911, the name of the company was changed to "Franklin Caro Company, Inc." (although the Inc. was omitted on most of the advertising). Most of the investors in the company were engaged in other businesses, and stock ownership and officers changed many times through the years. The company made a strong effort through the years to persuade Coca-Cola bottlers to sell the gum through their route men. Some ads appeared in The Coca-Cola Bottler magazine promoting this. The gum was also carried by wholesale mail order grocers, and ads for the gum appeared in their catalogs. A few salesmen did call on retail accounts in the Richmond, VA, Washington, DC, eastern Virginia, and North Carolina areas, but the most extensive marketing was done by mail to the Coca-Cola bottlers.

In 1913 the business moved to 200 South Sixth Street in Richmond, VA, a four-story-brick-warehouse (it is no longer standing). From 1914 through 1916, the business prospered and the company added additional brands of gum to its inventory (until 1911, the only brand was the "Coca-Cola Pepsin Gum"). "Caro Gum" was added in 1914, "Honeyfruit" in 1915, and "Richmint" in 1916. By 1912, they were also marketing different flavors of the "Coca-Cola Gum"; Peppermint Pepsin," "Spearmint Pepsin," and "Wintergreen Pepsin." (Wrappers indicate the latter two were later labeled "Spearmint Flavor" and "Winter-

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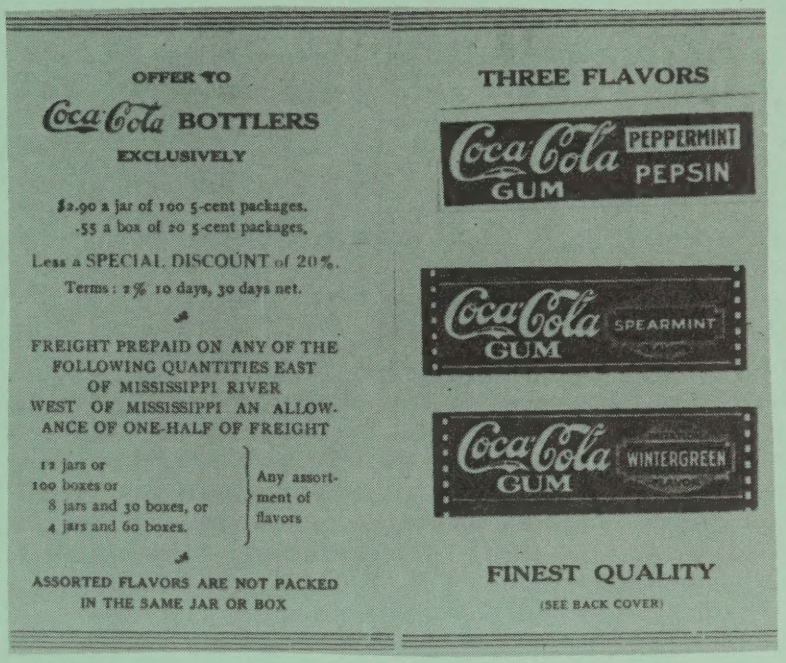
green flavor."


OFFER TO
Coca-Cola BOTTLERS
EXCLUSIVELY
$2.90 a jar of 100 5-cent packages.
.55 a box of 20 5-cent packages.
Less a SPECIAL DISCOUNT of 20%.
Terms: 2% 10 days, 30 days net.
FREIGHT PREPAID ON ANY OF THE FOLLOWING QUANTITIES EAST OF MISSISSIPPI RIVER
WEST OF MISSISSIPPI AN ALLOWANCE OF ONE-HALF OF FREIGHT
12 jars or
100 boxes or
8 jars and 30 boxes, or
4 jars and 60 boxes.
Any assortment of flavors
ASSORTED FLAVORS ARE NOT PACKED IN THE SAME JAR OR BOX
THREE FLAVORS
Coca-Cola GUM PEPPERMINT PEPSIN
Coca-Cola GUM SPEARMINT
Coca-Cola GUM WINTERGREEN
FINEST QUALITY
(SEE BACK COVER)

In December of 1912, the Franklin Caro Co. applied to the U.S. Patent Office to register the trademark "Coca-Cola" as it applied to chewing gum. After approximately two years of questioning by and explanation to the Examiner of Trademarks, the Patent Office agreed to pass the application. When the application was published on November 3, 1914, in the Official Gazette, the Coca-Cola Company immediately filed an opposition with the Patent Office. On November 23, 1914, The Franklin Caro Company withdrew their application under threat of Coca-Cola not ratifying the original 1903 contract, which was still valid.

Franklin Caro Co. applied again to the Patent Office for trademark registration on June 8, 1915, but this time for registration of the name "Coca-Cola Gum." Again this was approved by the Patent Office and published in Official Gazette on September 7, 1915. Again the Coca-Cola Co. filed a very lengthy opposition with the Patent Office, which in turn asked for a response from Franklin Caro. Several extensions were tendered to Franklin Caro for their response, but when they failed to formally respond, the opposition was sustained and judgment rendered by the Patent Office in favor of The Coca-Cola Company on September 24,1916. However, Franklin Caro Co. was successful in registering the trademark "Coca-Cola" in Canada (Jan. 31, 1916) and in Newfoundland (Feb. 14, 1916). In August of 1915 (even as the above patent attempts were being made), the principal stockholders wishing to sell the business, advised the Coca-Cola Co. of their intentions. Under a clause in the 1903 agreement, The Coca-Cola Co. retained the right of first refusal should a sale be contemplated. Negotiations with Harold Hirsch, council for Coca-Cola, and Sam Dobbs as a direct contact to Franklin Caro Co., carried on for nearly 9 months, before The Coca-Cola Co. finally tendered an offer of $7,000 on June 30, 1916, to buy the existing contract between the two companies. This offer was not accepted, and the gum company changed ownership again, this time through the influx of new investors into the business. Officers changed at this time.

The company was never on a sound financial basis after 1916. The war rationing hurt the business, and the related inflated price of sugar immediately after the war, all coupled with mismanagement and with gum companies such as Wrigley's and Beechnut producing a better quality gum and using more aggressive marketing and advertising campaigns were the factors. The business continued to lose money. Heavily in debt, The Franklin Caro Company filed bankruptcy on February 28, 1921.

A bankruptcy sale was held May 25, 1921, and the company was bought by a group of investors headed by Richmond businessman, A. Stanley Kratz, for $40,000. The company was reorganized under the name Franklin-Caro Gum Company, Inc., and a former officer of the company was installed as president. Another flavor of gum, "Velvet," was added in 1923, and the company added a line of roasted peanuts called "Ole Virginia Smithfield," in late 1923. The company had made an attempt in these last years to improve the quality of its gum by increasing the chicle content, but this was too little, too

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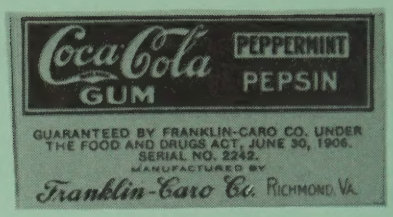
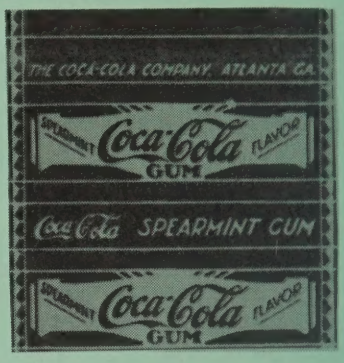
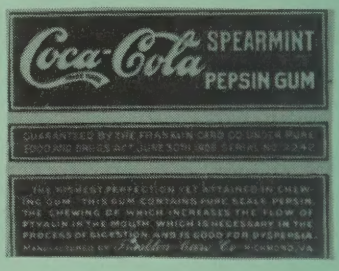
late. Sales decreased yearly, and records of sales showed practically no repeat orders of Coca-Cola gum. The use of three flavors, under the Coca-Cola brand name, did little to help the market for the gum.







The Coca-Cola Company, after a couple months of negotiations (and surreptitiously through a third party, a Julius H. Wyman of Baltimore, MD) bought all the assets, stock, machinery, registrations, and contract for $20,000 in November of 1924, to prevent other firms from buying the company and actively using the Coca-Cola brand. In a memo to Robert Woodruff, it was stated that "no firm could use it more atrociously as to quality" than Frandklin-Caro had. The gum company was then liquidated. The Franklin-Caro Gum Company was succeeded by the Smithfield Products Company Inc., which was owned by The Coca-Cola Co. and was chartered on January 20, 1925. There is some evidence they did continue to produce the roasted peanuts and honeyfruit gum under the Smithfield name for a short time. All of the chewing gum brand registrations were transferred to this company in the fall of 1925, but I have found no physical proof that Coca-Cola gum was manufactured or marketed by them.

There is evidence that The Coca-Cola Co. considered marketing candy cigars and chewing gum with the Coca-Cola trademark on them in the early 1940s. A May 1940 pamphlet, although questionable, depicts these products. A memo of September, 1941, outlines a trial marketing study. Labels and wrappers were printed, of which a quantity of gum wrappers are available. This venture died either because of the war or more probably a decision to not allow the Coca-Cola logo on other than the drink.

Rumor has it, and I have found some evidence to the fact that, The Coca-Cola Co. did sell Coca-Cola Gum periodically in small quantities after 1925. This was done to protect the registration of the Coca-Cola Gum brand, I am told. But, for all practical purposes, the gum was produced only from 1903 through 1924.

I want to offer a special thanks to Phil Mooney of The Coca-Cola Co. and Bill Ricketts, both of whom provided me with much of the information pertinent to putting this chronology together. Without their help, this could not have been written.

Also a special thanks to Allan Petretti, author of Petretti's Coca-Cola Collectibles Price Guide for allowing Candy Bar Gazebo to reprint this article.

Illustrations accompanying this article are collectible items from the author's collection.

Any reader who has any information on this subject or Coca-Cola Chewing Gum memorabilia is encouraged to correspond with the author, Thom Thompson, 1389 Alexandria Dr., Suite #5, Lexington, KY 40504, or call him at (606) 255-2727 or (606) 873-8787.

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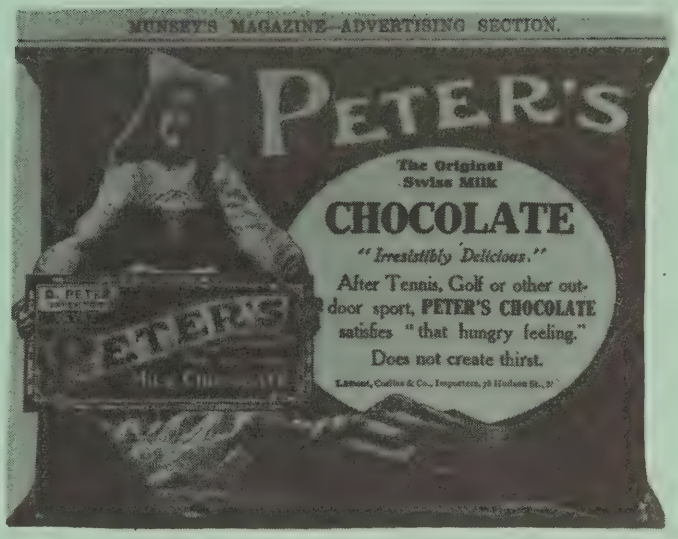
OLD TIME TADBIT

John Horne Candy Co., Chicago, IL (formerly Evanston) announced in 1939 the company was adding a new 5¢ bar to its line, the Ranger bar, a companion piece to Peterkin, also a 5¢ seller. The Ranger bar consisted of toasted cocoanut and milk chocolate.The same confection was offered in a 1¢ size under the name Peter Patties.

LETTERS


MUNSEY'S MAGAZINE—ADVERTISING SECTION.
PETER'S
The Original Swiss Milk
CHOCOLATE
"Irresistibly Delicious."
After Tennis, Golf or other out-door sport, PETER'S CHOCOLATE satisfies "that hungry feeling."
Does not create thirst.

Thom Thompson, Lexington, KY, sent along an old ad from Munsey's magazine, 1905, that showed an ad for Peter's Chocolate. Then sold by Lamont, Corliss & Co., NY, Importers - Nestles's of the United States now handles the Peter's chocolate line as a chocolate for candy makers.

Dr. Tom Aylesworth, Stamford, CT, wrote to say he remembers that awful wartime gum that Wrigley put out. He thought it was called Orbit. He thought it tasted like a Hawaiian Fruit bowl should taste. He's longing for those huge malted milk balls that came two for a penny back in the 1930s. He also sent a clipping from Publishers Weekly saying that the 1991 American Booksellers Association Convention must have smelled like Hershey, PA, as so many publishers were passing out chocolates.

Dr. Stephen Sheppard, Riverdale, NY, sent along a clipping from Antiques and the Arts Weekly which told about the Columbian Exposition (1893), Chicago. Among other things the article said the first movable sidewalk was built for the fair. It carried people for 5¢ for about ½ a mile. In 1893 it was open from May 1 to October 31 and drew 27 million visitors from all over the world.

Malcolm Blue, Purchase, NY, wrote to say that the Nestlé Chocolate Collection has been discontinued.

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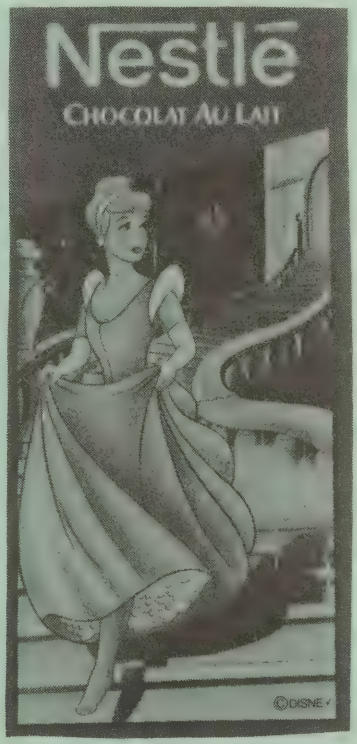
FOREIGN CORRESPONDENT - HARRY LEVENE, LONDON, ENGLAND

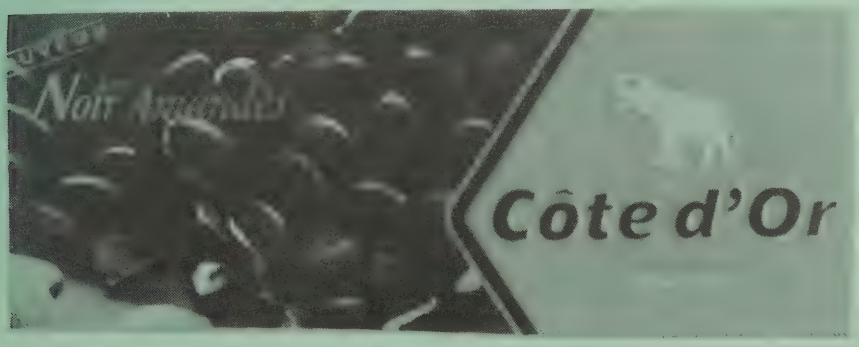
Harry Levene went on holiday to Switzerland recently and came back with 330 new wrappers. He visited Nestlé headquarters in Vevey and also Pfister. He managed two side trips to Germany and one to France also. Nestlé has brought out a set of wrappers containing Disney characters.



Harry says that it is curious, but milk chocolate bars with almonds are almost unobtainable anywhere in England and most of Europe. But he's found what he considers the best bar in the world, a Belgian Cote d'Or bar, which he found several of in a store in France. He also considers Frey and Bedler of Switzerland as makers of excellent chocolate. They are among the world's best says Harry.

As far as British chocolate goes, Harry ranks Terry as the #1 manufacturer. Behind Terry he ranks Mars, Rowntree, and Cadbury.

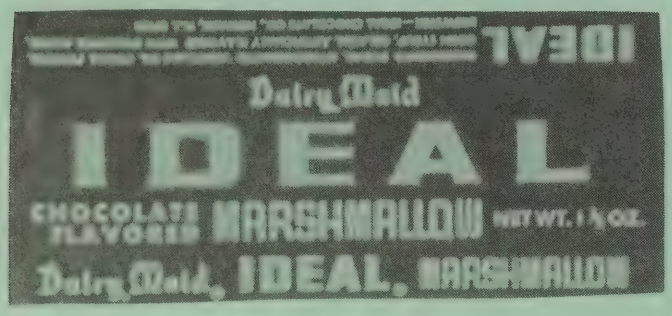
Harry also reported that Duncan's of Edinburgh, Scotland, is now under new ownership.

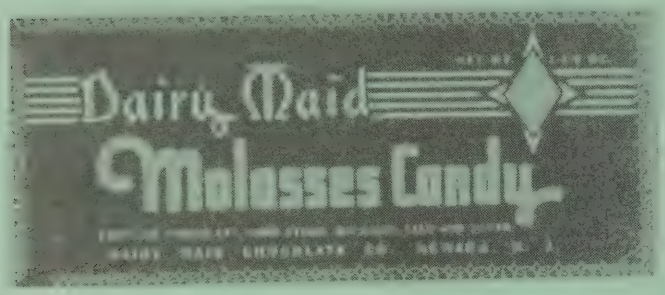


CANDY COLUMNIST - DON JONES ---- Historical Bits and Pieces

(Don Jones, for many years associated with the Oh Henry! candy bar and the Williamson Candy Co. of Chicago, is now associated with Nestlé's Burlington, Wisconsin, plant where the Oh Henry! bar is now made.)

The Dairy Made Ideal bar, a chocolate-flavored marshmallow bar, was made by the Ideal Chocolate Co., of Newark, NJ. The same company also went under the name, Dairy Maid Chocolate Co., Newark, NJ. That company also made such bars as Molasses Candy, Nonpareils, and Marshmallow bar. The company probably operated into the early 1950s.





When the Ward-Johnston Company owned Oh Henry!, it had a fund raising program that offered the Oh Henry! Home Run bar.

Nestlé's Calypso bar was made from 1968-1973. The Go Ahead bar, 1976-1982.

Some old candy company letterheads - The Peerless Confectionery Co. was located at West Schubert Ave. in Chicago. And the Schutter Candy Co. was at Augusta Blvd. in the same city. That plant produced such bars as Old Nick, Bit-O-Honey, and Chocolate Sponge bars. The Reed Candy Company, Chicago, had as its corporate headquarters, Rolling Meadows, IL, probably the home

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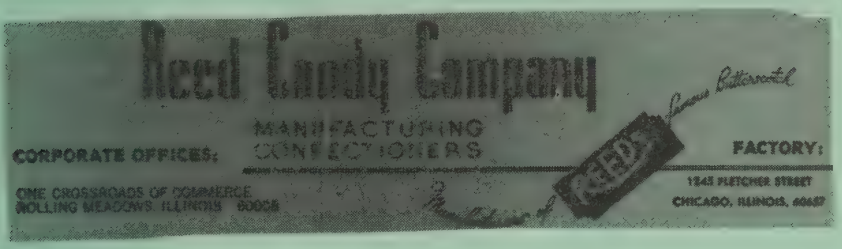
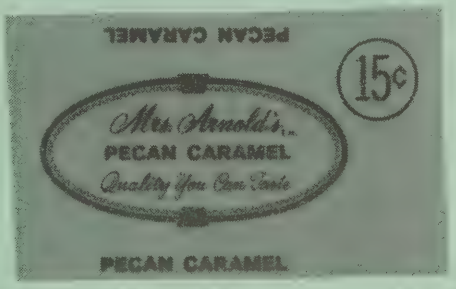


address of Fred Reed, company president.

Ward Candies purchased Nancy Keith, Inc., Evanston, IL, about 1972, makers of such bars as Butter Cream Bar and French Mint. Ward also purchased Mrs. Arnold's Candies, Inc., Bensenville, IL, maker of such bars as Almond Chew, Pecan Caramel, Log Slice, Malted Milk Crunch, Chocolate Fudge, and Mint Meltaway.



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POST WORLD WAR I CATALOGS

At the turn of the century many confectionery products were sold through catalogs. Thom Thompson, Lexington, KY, sent along photocopies of some of the pages of one called Our Silent Salesman, put out by Southern Bargain House in Richmond, VA. The catalog carried many items other than confectionery goodies, but in 1919, Our Silent Salesman carried a good listing of bars made by such companies as Elbee and Auerbach's. The catalog also carried bars made by the Klein Chocolate Company that was started in Elizabethtown, Pa, in 1913 (now owned by M&M/Mars). Klein's Lunch Bar was listed as being wrapped, 2 dozen bars in the box, 90¢. This bar became quite a good seller in the 1930s-1950s as a 3¢ bar.

The Planters Nut and Chocolate Company, incorporated in 1906 in Wilkes-Barre, PA, and in 1913 set up its own processing plant in Suffolk, VA. Planters was represented in the catalog with its 10¢ Planters Food Bar, made of peanuts covered with syrup. The statement was made in the catalog - "Peanuts have more nourishment than meat."

Other peanut bars listed were Olde Style Peanut Bar, Modern Style Peanut Bar, and Big Five Peanut Bar (peanuts with syrup, wrapped in waxed paper). Also in the catalog was the Elbee Peanut Bar that sold for 6¢. There weren't too many 6¢ bars around, but there were several made shortly after World War I ended that did sell for this price.

The Goudey Gum Co., Boston, MA, (no longer in business) sold its Oh Boy gum in 1930. A few years later that company made the first baseball card set (Big League Gum) packed with a slab of chewing gum. Goudey also made such gums as Indian Gum, and Sports Kings Gum.

Schrafft's Chocolates (Boston, MA) made many candy bars in the 1930s, among them being a Caramallow bar and the Krinkles bar. The Schrafft name is still being used in the confectionery field.

Price-Wilhoite Specialty Co., Inc., Washington, DC (no longer in business) made such 5¢ bars as Jus-T-Nuf, Mighty Good, Yu-Li-Kem, Kake-O-Figs, Kum-Get-Me, and Plen-T-Ful.

The Bradley Smith & Co., New Haven, CT (no longer functioning), in 1892 offered a variety of candies and gum. It later on made a number of candy bars associated with Yale University.

Thinshell Candies, Chicago, IL, (no longer functioning), made its Waffle Cream Cakes, a 5¢ bar.

The Williamson Candy Co., Inc., a division of General Candy Corporation, had its eastern factory located in Brooklyn, NY in the 1930s, from whence it shipped its Oh Henry! bar. (Oh Henry! is now made by Nestlé.)

The Charles N. Miller Co., Boston, MA, now a part of NECCO, Cambridge, MA, shipped its Mary Janes to dealers.

The Robert F. Mackenzie Co., Cleveland, OH (no longer functioning), made such bars as Robinhood, Doubles, Almond Caramel Bar, and Nut Creams. These were all 5¢ sellers in the 1930s.

The Schutter-Johnson Candy Co., Chicago, IL, had its eastern factory in Woodhaven, Long Island, NY, in the 1930s. From there it shipped its 5¢ bars such as Old Nick and Bit-O-Honey. The latter bar is now made by Nestlé.

Planters Nut & Chocolate Co., had an eastern location in Boston from whence it shipped such bars as Milk Nut bar and Jumbo Blocks in the 1930s.

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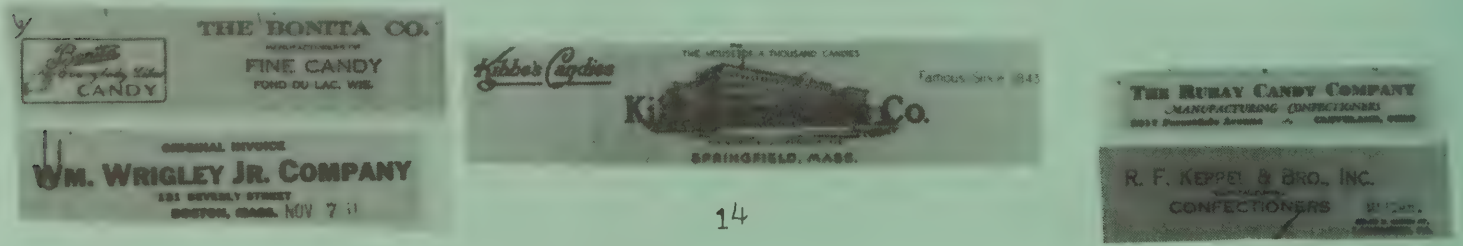

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The Rubay Candy Co., Cleveland, OH (no longer in business), made a bar called Chocolate Roly Poly in the early 1930s.

Kibbe Brothers Co., Springfield, MA (no longer in business), made such 5¢ items as Eatum bar, Ramona Peanut Cluster, Apeteasers, and Cherry Lane.

The Wm. Wrigley Jr. Co., Chicago, had an eastern outlet in the 1930s in Boston from which it shipped such items as Wrigley's P.K. and Pink Handy Packs.

The Bonita Co., Fond du Lac, WI (no longer in business), made numerous 5¢ bars,one of the better known ones being the Leaping Lena bar.

R.F.Keppel & Bros., Inc., Lancaster, PA (no longer functioning) made a number of 5¢ bars such as Big Shot Sandwich.

(All letterheads shown are from the Batchelder Collection.)

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NEWS TADBITS

Whatever Happened To Madison Avenue?, 1991, Martin Mayer - "Cadbury chocolate bars, manufactured in England, sold in Australia and New Zealand, taste quite different from Cadbury chocolate bars, also manufactured in England, sold in New York. Hershey chocolates have never done well in Europe because the product isn't sweet enough for European tastes and the company won't reformulate."

Costco Wholesale Warehouses, over 80 stores nationally, during a typical month sells nearly 1.3 million Snickers bars, over 800,000 units of Reese's Peanut Butter Cups, 250,000 pounds of M&M's, 210,000 pounds of Tootsie Rolls, and 560,000 Kit Kat bars.

Lacasa S.A., is the third largest chocolate producer in Spain after Nestlé and Jacob Suchard and has targeted North America as its number one export market. Lacasa USA has launched three lines of chocolate confectionery products into the U.S. and Canadian markets in 1991 to capitalize on Spain's press presence in 1992, as Barcelona, Spain, is the site of the 1992 Summer Olympics. Considering that Sevilla, Spain, will also be the site of the 1992 World's Fair, the U.S. press coverage of these events and of Spain and its culture in general will be extensive this year.

Warren Schimpff, Claremont, CA, owner of Schimpff's Confectionery, Jeffersonville, IN, stopped by the Alexander's Candies store in Pasadena, CA, to pick up some J.T. Candy Bars (the J.T. stands for Just Terrific). Margaret Verre, who owns the shop, came up with the idea for the bar. During the Doo Dah parade the Saturday after Thanksgiving last year Margaret and her assistant were to be dressed up as J.T.bars and pass out sampler size bars to onlookers of the parade! Warren reported that his own candy store in Indiana was going fine and that he and his wife, Jill, had spent a 10 day candy making session in Indiana during which 3,000 pounds of hard candy were made for the previous Holiday season.

Dirk Poole, Newcastle, ME, 04553, has numerous chocolate mould dies for sale. Contact him at P.O. Box 1, if you are interested.

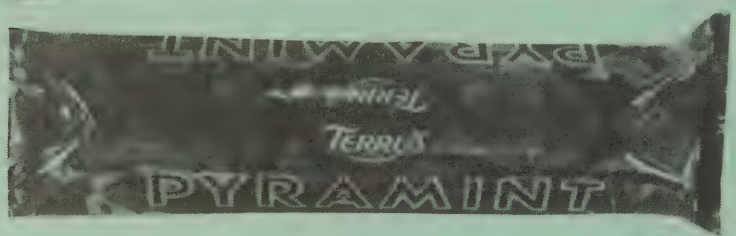
Candy Wholesaler, November, 1991, had a very good article on candy making in Israel. In 1990 export sales in chocolate and confectionery goodies exceeded $16 million. Some of the companies mentioned who made candy bars were Taste of Israel located near Tel Aviv; Rose of Galilee located in Zefat, which makes the Intermezzo brand bars; and Elite, located in Nazareth maker of various candy and chocolate bars.

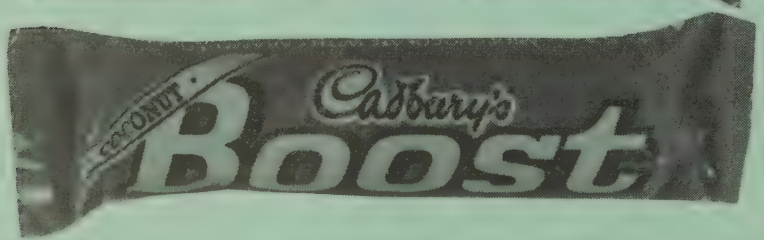
ROVING AMBASSADOR IN ENGLAND -- DAWN MICHAUD

Dawn Michaud, Salem, MA, undertook a recent whirlwind trip to England where she combined sightseeing with ferreting out candy bars. She'd encompass side trips to stores and shops on numerous stops on the subway to bring back the latest in British taste thrills - 39 bars for sampling!

One of the many fine products she brought back was the Prestat milk chocolate bar. In Frommer's Travel Guide to England & Scotland, '91, it says about the chocolate maker, Prestat, of Bond Street - "to her Majesty the Queen by appointment." And some of the Cadbury products she brought back carry the legend, "By appointment to H.M.Queen Elizabeth II." Cadbury's Boost bar is one that does. It comes in two varieties, Biscuit and Coconut.

A good chocolate was the Bendicks Sporting & Military Milk Chocolate Bar. Numerous British retail giants such as Harrods, Marks & Spencer, and Sainsbury have their own labels made for them by confectionery concerns in both England and continental Europe. Harrods Cafe Liegeois bar is made in Belgium. Sainsbury's Milk Chocolate Bar is made in England. And St. Michael Chunky Milk Chocolate bar with Crispies is made in France. Another St. Michael bar, Bubbly, was a very good aerated chocolate bar. St. Michael labels are a Marks & Spencer brand.





Joseph Terry & Sons provided some excellent bars - Brazil (chopped Brazil nuts and hazelnuts in a chocolate nougat and caramel center); a new Terry's bar - Pyramint (milk chocolate with a mint truffle filling); and the Bitz bar. Two of the best bars sampled were Terry's - Chocolate Orange and the Cosmo bar (milk chocolate, hazelnut and raisin nougat caramel center).

From Mars Confectionery the quite good Twix Triple Chocolate Wafer Bar, and the very good Applause bar (milk chocolate covered biscuit, raisins, nuts, apple, and caramel). But only fair reviews came out for the Ruffle bar made by Jamesons Chocolates of London.

Foreign import bars were available in numerous places in England, especially bars from Israel and Germany. From Germany the popular peanut bar, Mr. Tom,

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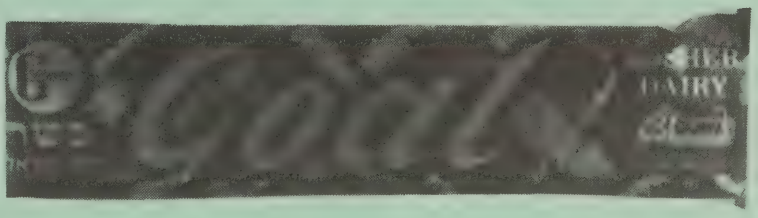
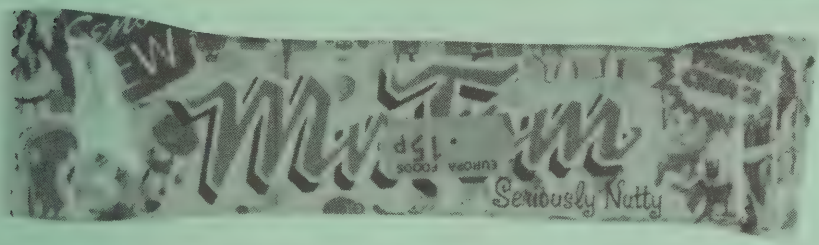
the Ritter Balloon bar (white chocolate and crisped rice), and Balisto, a chocolate and hazelnut biscuit bar made by Mars.

From Israel came the quite good milk chocolate bar made under Swiss license by Rose of Galilee and the Graffiti bar, coated wafers and vanilla cream, produced for Moral Mamtak by M.H., of Jerusalem. A rather unusual wrapper appeare on the Goal bar - a Kosher Dairy bar made in Sweden for Gross & Co., London, and listed as a U.S.import by Bloom's of Brooklyn!

All the bars were sampled back in the U.S., and a team of three experts (Dawn Michaud, Ray Sagedy of Ipswich, MA, and Ray Broekel) judged two of the 39 bars as the best of the bunch - Terry's Cosmo bar, and Terry's Chocolate Orange bar.





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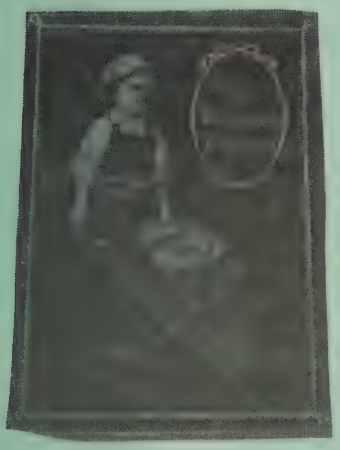
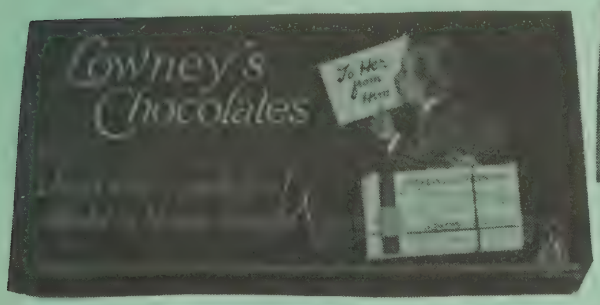
THE SCHIMPFF COLLECTION

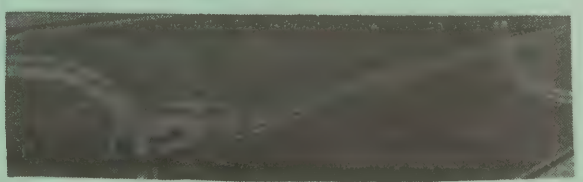
Warren and Jill Schimpff, Claremont, CA, have a really neat collection of confectionery items, some of which are shown. A Lowney's chocolates box held a collection of Lowney bon bons. And the Jos. B. Funke Co., LaCrosse, WI, box lid shows a young lad wheeling a barrow full of Funke's chocolates. Funke's was big in the Midwest for a few years. And from Woodward's Council Bluffs, IA, two youngsters are shown posing with some Woodward's sugar stick candy.



Brecht's of Denver, CO, made a one-pound box of chocolates called the Streamliner, showing one of those trains on the lid. And from Heide's, then located in NYC, a box of Jelettes.

Two of the most prized items in the Schimpff collection - a Fat Emma and a Pie Face candy bar wrapper. Those bars were made by Pendergast of St. Paul/Minneapolis, MN.





TOUCAN CHOCOLATES, INC.

Toucan Chocolates is named aptly after a tropical American bird, the Toucan. The company's president, Michael Goldman is committed to support Cultural Survival, a human rights and rainforest action group in the United States. The company makes use of environmentally sensible packaging materials . It consists of 100% recycled paper, vegetable based inks, water soluble adhesives, and sea grass. Toucan Chocolates has a two-fold aim - 1. to help save tropical rainforests and, 2. support the environment at home.

Each box of Toucan chocolates consists of Cashew-Caramel Tortoises, Nut-Chocolate Clusters, Cashew Bark, Brazil and Cashew Nut Butter crunches, and Nut Caramels. A little booklet is included with each box of chocolates and it contains the following statement: "Toucan Chocolates grew out of our commitment to the environment and our love of fine chocolates. We created our exotic nut chocolate delicacies to help increase demand for cashews and Brazil nuts. By supporting the efforts of forest dwellers to profit fairly from the traditional nut gathering, we not only help ensure the economic survival of their forest-dependent culture, but we also help them preserve the rainforest from destruction."

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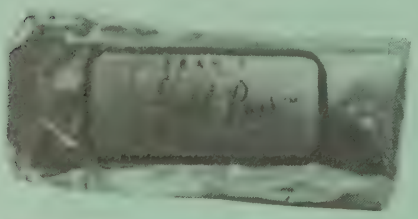
FRAN'S CHOCOLATES

Fran Bigelow opened her shop, Fran's Chocolates, in Seattle, WA, in mid-1982. Before that, among other things, she went to the California Culinary Institute, and then apprenticed as a dessert chef, worked for two restaurants, and then began looking about for chocolate recipes. She then opened her shop in Seattle, WA. Her biggest break was the Gold Bar, which went national through the Williams-Sonoma stores.

Wrapped in gold foil paper, the Gold Bar sells for anywhere from $1.50 to $2.00 depending on the vendor. The Gold Bar is a taste treat (dark chocolate/caramel/almonds) as is her Coconut Gold Bar. Other taste treats are her truffles, chocolate dipped fruit, and Fran's Gold Bar Brownie.



Bigelow estimated that in 1990 her sales total topped $600,000. While still selling desserts in her store, chocolates constitute 75% of her sales.

Fran uses Belgian chocolate (Callebaut) for her goodies.

The reason why she opened her store in Seattle? She's a native of that city - enough said.

CANDY COLUMNIST - AL SMALLMAN ----- Frank and Helen Brach

I first met Frank Brach in the E.J.Brach & Sons office on the West Side of Chicago in 1960. Frank was then 70 years old while I was a 25-year-old rookie salesman from Denver, Colorado, in Chicago for a sales meeting which included a plant tour and office orientation.

Frank was a somewhat tall - 5 foot 9, slender man, not yet frail, with wavy white hair and a white moustache. His clothing was immaculate: he wore a well tailored sports jacket with a bright-colored handkerchief in his breast pocket, contrasting color slacks, an expensive tie, and deeply shined shoes. On the day I met him, there was no question as to who was in charge in this office. Frank tried to rule Brach in 1960 as a benevolent despot. However, the actual day-to-day power was in the hands of the company president, Art Bridge, and senior management.

At that time, Frank's abiding company interest was Pick-A-Mix. Frank Brach did not invent the marketing concept of "Pick-A-Mix" for individually wrapped bulk candy. The germ of the idea actually came from the old Bunte Candy Company (more on this in my next article, which will have Pick-A-Mix as its subject, including its disputed origins). What Frank did was to provide Earl Bromstedt, a Brach marketing manager, with the where-with-all to develop this important, then very innovative candy selling concept.

Frank's personal contributions to Pick-A-Mix were new candy items, while Earl Bromstedt developed the new fixtures that would hold the candy at retail. One item for which Frank was totally responsible was Royals, a nougat center, soft toffee piece that came in six assorted flavors. Frank also had the idea for rounding the edges of this piece of candy before it was wrapped to prevent the drying that had been occuring in straight-edged pieces of soft toffee after it was wrapped in bright colored foil wrap that identified each piece by brand and flavor. Frank also played a role in the development of neopolitan coconut kings, a layered coconut and caramel piece of candy that has never been successfully duplicated by another candy company, and in Perkys, a jelly bar that many said would not sell in a more expensive form.

Frank and Earl store-tested these Pick-A-Mix products and others in brightly painted pink fixtures in the Mayfair Markets that were located on the far North Side of Chicago. They would visit these stores almost daily to see how the new products were selling and to ask consumers on the spot their opinions of the candy items and the idea of being able to buy an assortment of up to 12 to 16 different candy items for 49¢ a pound. Consumers were very flattered to be questioned by the likes of Frank Brach.

Helen Brach was 29 years younger than Frank. She made a lasting impression on me the one time I met her at a sales meeting dinner at a fancy Chicago area restaurant. She was several inches taller than Frank and regally slender. Her crowning glory was her waist-length red hair. On the evening I met Helen, her tresses were woven into an intricate Scandinavian braid wound around the top of her head which befit her Northern European ancestry. An elaborate green dress served to accent her hair. She was "The Queen" not only that evening, but every evening and every day. Her every wish was catered to not only by her husband, but also by Brach management and restaurant personnel.

Frank Brach died January 19, 1970, at age 80. He had not been active in the business after E.J.Brach & Sons was sold to American Home Products in 1966. A little more than 7 years after Frank's death, Helen Brach dropped from sight on February 17, 1977, never to be found. Because of the circumstances and suspicious nature of her disappearance, she has been the subject of numerous magazine and newspaper articles plus TV features. Helen's life,times, and disappearance has been well chronicled in a book, Thin Air, by Pat Colander, published in 1982.

GUM COLUMNIST - TERESA FINER ---------- Topps in the Market

Remember trying to decide which Bazooka bubble gum prize to order? Should you get #448, the Birthstone Pendant with 12 simulated gems (one for every month of the year) for 150 Bazooka comics, or hold out for #450, the Whale's Tooth, "part of real tooth, for bracelet, necklace. keychain" for 300 Bazooka comics? Remember that "pink": flavor and soft texture? Did you ever wonder why Bazooka Joe wears that patch? And for the big Trivial Pursuit points, what are the names of Bazooka Joe's comic co-stars? You know, the boy with the turtleneck ... what was his name?

The roots of this famous gum began in 1915, when Morris Shorin founded the American Leaf Tobacco Company. During the Depression in 1938, Morris' sons started marketing fruit flavored 1 cent chewing gum. This grew into what is now known as The Topps Company, Inc., truly one of the top companies in the business.

Topps started manufacturing the pink Bazooka bubble gum in 1947, in a 5¢ size. The comics we all associate with Bazooka didn't come until 1953, and have been included ever since. Topps has developed between 500-700 different comics over the years. They try not to repeat jokes for five to seven years - just enough time for a new set of youngsters. (Of course that doesn't help us oldsters that still chew bubble gum, but we probably forgot the old jokes, anyway.)

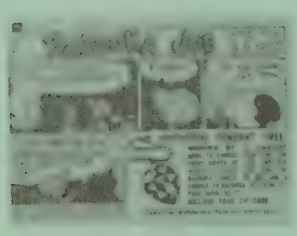
More than a billion pieces of Bazooka bubble gum are sold every year, generating thousands of requests for Bazooka prizes. Bazooka gum is manufactured in the United States, Ireland, Argentina, New Zealand, Canada, the Dominican Republic, Israel, Thailand, Yugoslavia, and soon in China. Bazooka gum is sold in approximately 50 countries around the world, and as a result, Bazooka Joe is multilingual. At one time Bazooka gum marketed in Nigeria even included pantomime comics - jokes you could understand just by the pictures - since many of the children there couldn't read.

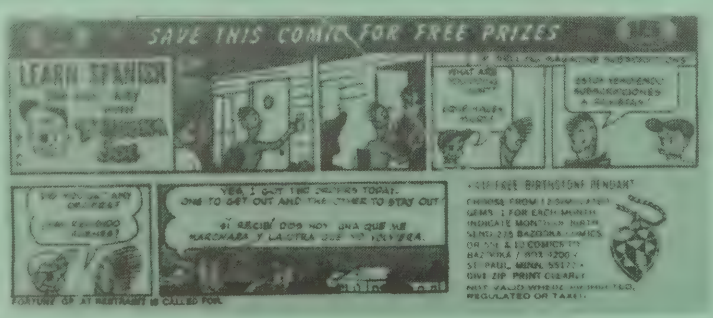
"Bazooka Joe," the title character in the comics, is named for Joseph Shorin, Morris' son and president of Topps at the time the comics were introduced. The Bazooka comes from the shape of the humorous musical instrument that entertainer Bob Burns fashioned from two gas pipes and a funnel.

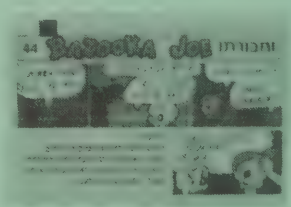
The Topps Company is probably most famous for its baseball cards, with the thin pink gum inside. Topps is also the third largest lollypop company in America, marketing Push Pop and Ring Pop lollypops. (And for a time in the mid-1940s, Topps was briefly in the candy bar business.)

Bazooka Joe's friend are: Hungry Herman, the big kid; Pesty, Joe's little brother; Jane; Wilbur, the smart kid with glasses; Walkie Talkie, Joe's dog; and finally, the guy with the turtleneck sweater - Mortimer! Why the patch? Get this - Bazooka Joe doesn't wear the patch for any particular reason, except to look distinctive - according to Topps, he really has 20-20 vision. Talk about bursting bubbles.

Budding Bazooka Joe comic collectors will be pleased to know that Topps has a complete collection of all the old Bazooka Joe comics. I found an unintentional collection of Bazooka Joe comics in a drawer while home on a visit - saving up 300 for the Whale's Tooth, perhaps? A collection begins . . .!







CANDY COLUMNIST - NATE SLOANE ---- I Remember When -- Penny Candy

I was a wagon jobber from 1926 to 1938. Most of these years were Depression Times - it wasn't easy to make a livelihood, but somehow you prevailed.

Ninety-five percent of the candy I sold to the Mom and Pop stores were penny candies, and most of my customers were in the so-called poor neighborhoods.

The following are some of the reasons given to me by the retailers as their reason why penny candy sales were so bad.

January - All homes were loaded with candy left over from Christmas.

February - Kids were spending the pennies on valentines.

March/April - It's now Lent, and most kids give up buying candy during this period.

May - Kids are now buying crepe paper to make costumes for May parties.

June - June 17th is a holiday in the Boston, Massachusetts, area, and kids are spending their money on fireworks.

July/August - It's now hot and kids are buying ice cream and soda pop.

September - Money is now being used to buy school supplies (pens, pencils, erasers, etc.)

October - Kids are now using their pennies for Halloween (bean blowers, pea beans, masks, etc.)

November/December - Everybody is now saving pennies for Christmas!

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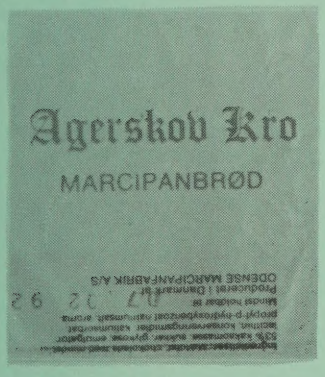
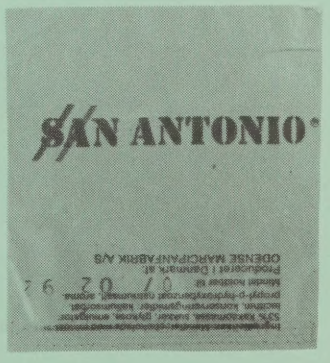
FOREIGN CORRESPONDENT - STANISLAV KRAMSKY, PRAGUE, CZECHOSLOVAKIA

Stanislav wrote to say that he's so busy at his new job in Czechoslovakia that he hasn't had much time to devote to his chocolate wrapper hobby. Nevertheless he was able to send along numerous chocolate bar wrappers, the most interesting of which were four wrappers made by the Odense Marcipanfabrik of Denmark. All four wrappers were for marzipan bread and carried the following interesting identification - Agersdob Kro, Chinatown, Ming Garden, and San Antonio!





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NEWS TADBITS

Chemcology, November, 1991, carried the following: Anita Yung-Chu and Joseph Robinson, Columbia Laboratories, Hollywood, Florida, have patented a continuous polymer film containing flavors that can be used in chewing gum. The discovery could help the flavor in gum to last up to several hours. Currently gum loses its flavor in about 10 minutes.

What's the correct way to pronounce "pecan pralines?" Do not say, "pee-CAN PRAY-leens," but do say, "puh-CON PRAH-leens."

CONNIE'S CONFECTIONARY COMPANY

Connie Christy makes the same toffee that her grandmother made more than 50 years ago. Today, Connie makes 12 varieties of her handmade toffee in her Newport Beach, CA., location. Milk, white, and dark chocolate are used, as well as almonds, cashews, macadamia nuts, pistachio, and hazel nuts.

Connie also makes her own peanut butter cups and toffee cups, using both milk and white chocolate as the outside coating. These are packaged in decorative boxes and also come individually wrapped.

Connie's Confectionary Company prefers using the letter "a" instead of "e" as the last vowel in the word "confectionery."

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BUDERIM GINGER, U.S.A.

Ginger is one of the oldest known spices. Its use is mentioned in the ancient Sanskrit literature of India. The early Spanish conquistadors planted ginger on Jamaica, and by 1550 Jamaica was exporting it to Europe in large quantities. Today ginger is grown in the West Indies, China, the Indian peninsula, West Africa, and Australia. The ginger plant, Zingiber officinale, is a reedlike plant similar to the iris. The aromatic rootstocks yield the ginger.

In Australia the Queensland ginger industry began in 1941 when five farmers met in a village blacksmith's shop to form The Buderim Ginger Grower's Co-operative Association Ltd. They built Australia's first ginger factory in Buderim. In 1985 that factory was finally silenced and its machinery put to rest. But a new factory was built and is operating in Yandina.

After the ginger is harvested it goes to the factory where it is placed in brine vats, cooked, and then steeped in syrup for days. Syrup ginger is used mainly for confectionery products. To become dried ginger, the product is placed in dehydrators and dried for 13 hours a day for seven days before being placed in bales for shipment.

Buderim ginger provides 40% of the world's supply. The Royal Pacific brand of chocolate covered ginger was introduced at the New York Fancy Food Show in July of 1991 where it made a big hit, as Buderim ginger and chocolate make for a mighty fine combination!

(Thanks are extended to Abbie Leeson of Buderim Ginger, U.S.A., for providing information about ginger to Candy Bar Gazebo.)

BARS, BARS, BARS, BARS

There were numerous bars new to Gazebo out near the end of 1991 such as many new "health" bars. One of the better ones - Sundance Chocolate & Cashew bar, Mission Mountain Meadows, St. Ignatius, MT. That company's Wild Mountain Huckleberry wasn't all that great, however.

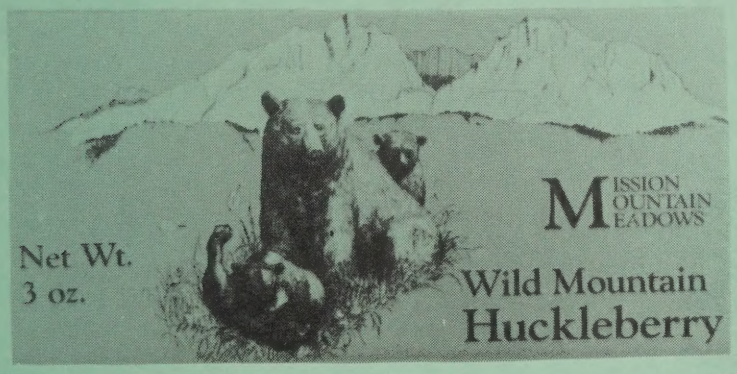
Toucan Chocolates, Waban, MA, has out a gourmet line of rainforest nut chocolate confections, and Fran's Chocolates, Seattle, WA, has out two very good bars made with Belgian chocolate, Fran's Gold Bar, and Coconut Gold Bar. Mauna Loa Macadamia Nut Milk Chocolate bar by Macadamia Nut Corp., Hilo, Hawaii, is good, as is the Matlow's Stinger Bar, a tutti-frutti taffy with a fizzy powdered candy center, imported by Pennsylvania Dutch Candies, Mt. Holly Springa, PA. The bar is made in England.

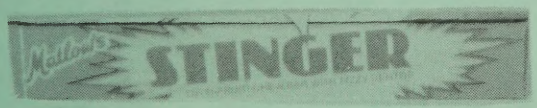
The J.T. bar (Just Terrific) comes from Alexander's Candies, Pasadena, CA. And Henry Heide, New Brunswick, NJ, has out new 25¢ boxes - Hawaii Hots, Wild Cherry, Silly Sours, and Cool Grape. Made for Sweet Stuff, Boston, MA, is the Sweet Stuff line of chocolate bars.

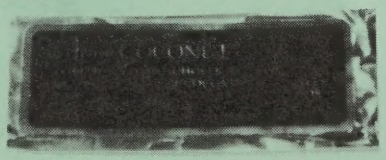
Handmade toffee in 12 varieties and peanut butter cups come from Connie's Confectionary, Newport Beach, CA. And the very tasty Buderim Chocolate Covered Ginger is being marketed under the Royal Pacific label by Food Market Management of San Ramon, CA.

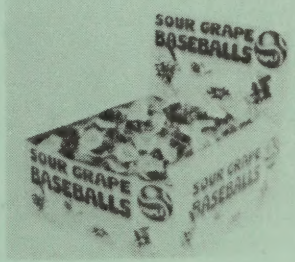
Jordan Marsh, an east coast retailer, now has several kinds of chocolate bars made for it to sell - milk chocolate, milk chocolate with almonds, and milk chocolate with crispies.

Philadelphia Chewing Gum Corp., makers of Swell and Gatorgum, have out some new bubblegum - Red Hot Baseball, Home Run, Watermelon Baseballs, and Sour Grape Baseballs.









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NEWS TADBITS

The January issue of Men's Health - Best awards for 1991, new products - One winner was for candy - Danish treats from Copenhagen confectioner, A/S Bonbon. Some of their candies had the enticing names such as Pigeon Droppings and Dog Flatulence.

The Whole Pop Catalog, 1991, Avon Books, carries 8 pages about candy. Both the books The Great American Candy Bar Book and The Chocolate Chronicles are written up. And Candy Bar Gazebo gets a write-up, too!

Adam Ryder, 2023 West Iowa St., Chicago, IL 60622-4958, is looking for pre-1950 wrappers (candy) made by Chicago companies. He's also looking for any Chicago related candy bar boxes, invoices, etc.

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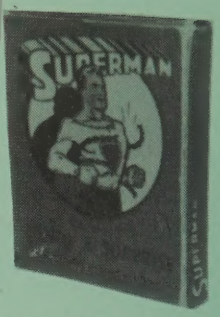


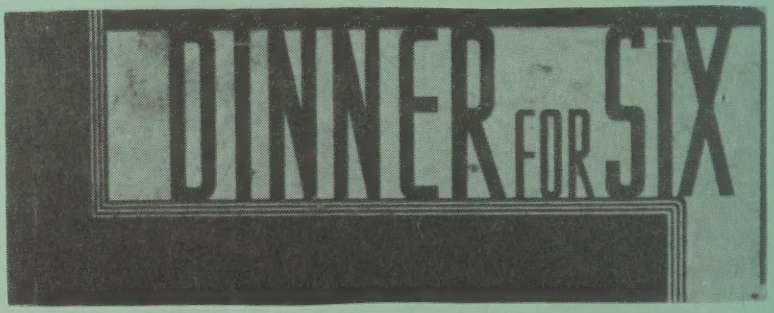
The Inside Collector, October, 1991, had an article by Donna C. Kaonis on the Superman memorabilia collection of Harry and Mandy Matetsky. Some of the items in their vast collection were Superman candy boxes. The candy was packed in boxes with punch-out trading cards on the backs and premium coupons in the inside front of the boxes. For specified amounts of the coupons you could get a Superman ring, shirt emblem, magazine, or become a member of the Superman Club. The candy was made by the Leader Novelty Candy Co., of Brooklyn, New York.

You got two pieces of Peerless Fruit Chewing Gum for 1¢ when you used a Peerless Dispenser back in the 1920s.

Various items written up in Candy Bar Gazebo will be used on the TV show, Supermarket Sweep, this year.

Candy Marketer reports Hershey is testing the new Reese's Caramel & Peanuts Cups and the sister product to its Kisses, Hugs, a milk chocolate and white confection swirl Kiss-shaped candy.

In her The New York Times (01/01/92) column, Eating Well, Densie Webb said - "In its original form (the pods of the carob tree), carob flour is much lower in fat than chocolate or cocoa. But when it is made into candy, so much fat and sugar are added that the calorie and fat counts of a chocolate bar versus a carob bar are almost the same."



A new "old" candy bar box was uncovered recently - A Dinner for Six bar, made by The Sweets Co., of America, Inc. The bars - 3/10¢.

USA Today (01/02/92) reported that early this year Singapore has put into effect a government ban on selling gum, prompted by the nuisance of cleaning it off public places. Tourists will have to declare gum at customs. A first conviction for importing gum carries a maxium fine of $6,200, a year in jail or both. Top penalty for selling gum: $1230. Possessing a few sticks won't be penalized, and it's not a crime to chew gum except in areas such as subway stations where food is already prohibited.

Diane DeBlois, Wynantskill, NY, graciously sent along a photocopy of a letterhead from the Curtiss Candy Co., Chicago, dated 1927, showing some of the planes used to advertise Baby Ruth candy bars in the 1920s and 30s.

USA Today, 01/06/92 - How did Tightwad, Missouri, get its name? One story - Around 1917, the postmaster rode into town, stopped to buy a pound of candy - the store owner's wife wasn't able to weigh up exactly 1 pound of candy, so she removed a piece, broke it into half and returned the second half to the candy jar. The postmaster grumbled that the town should be named Tightwad. That's 73-year-old native, Max Logan's story.

M&M/Mars is test marketing Milky Way II, "light" version of its Milky Way bar in 7 Western states.